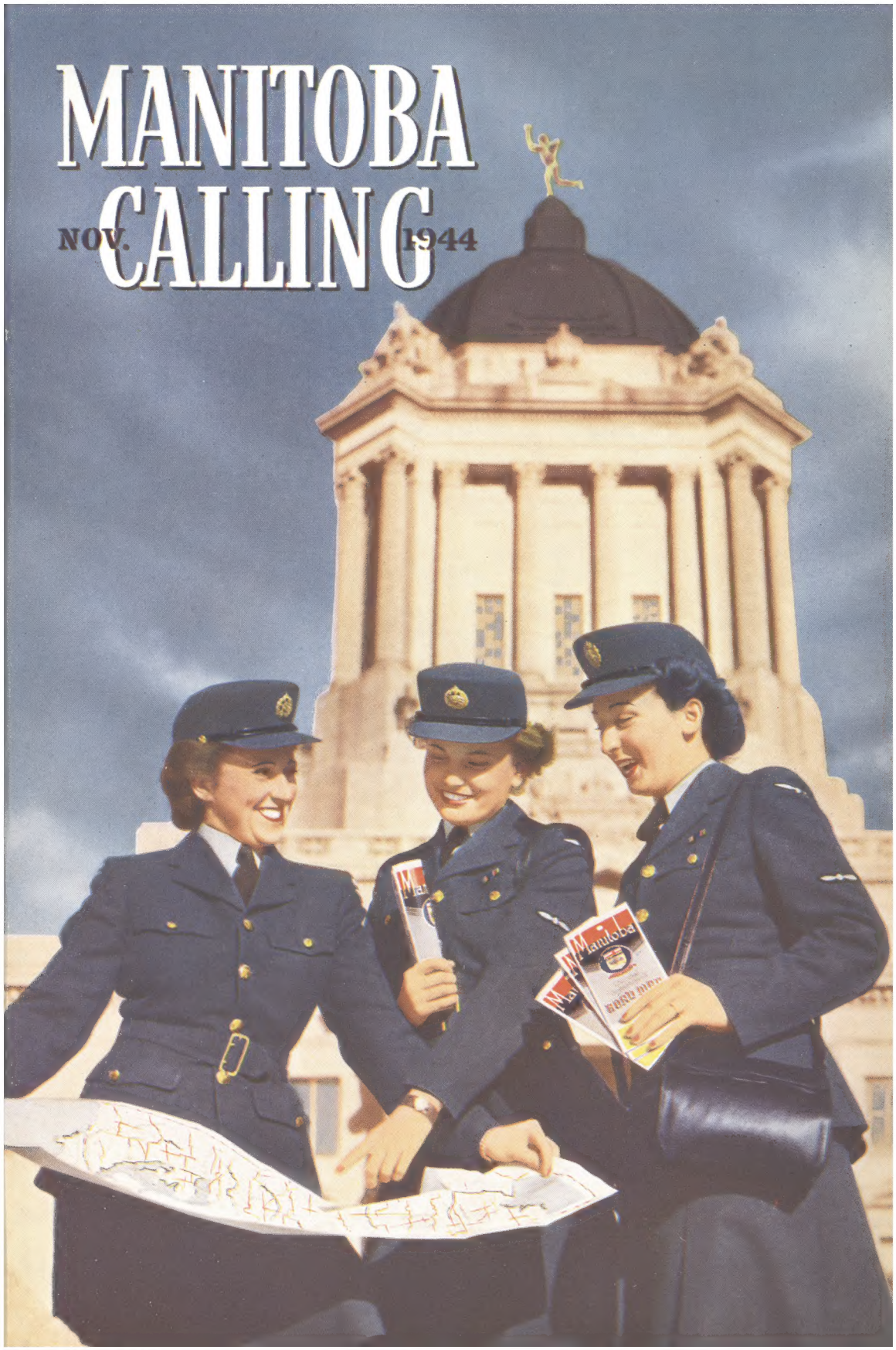
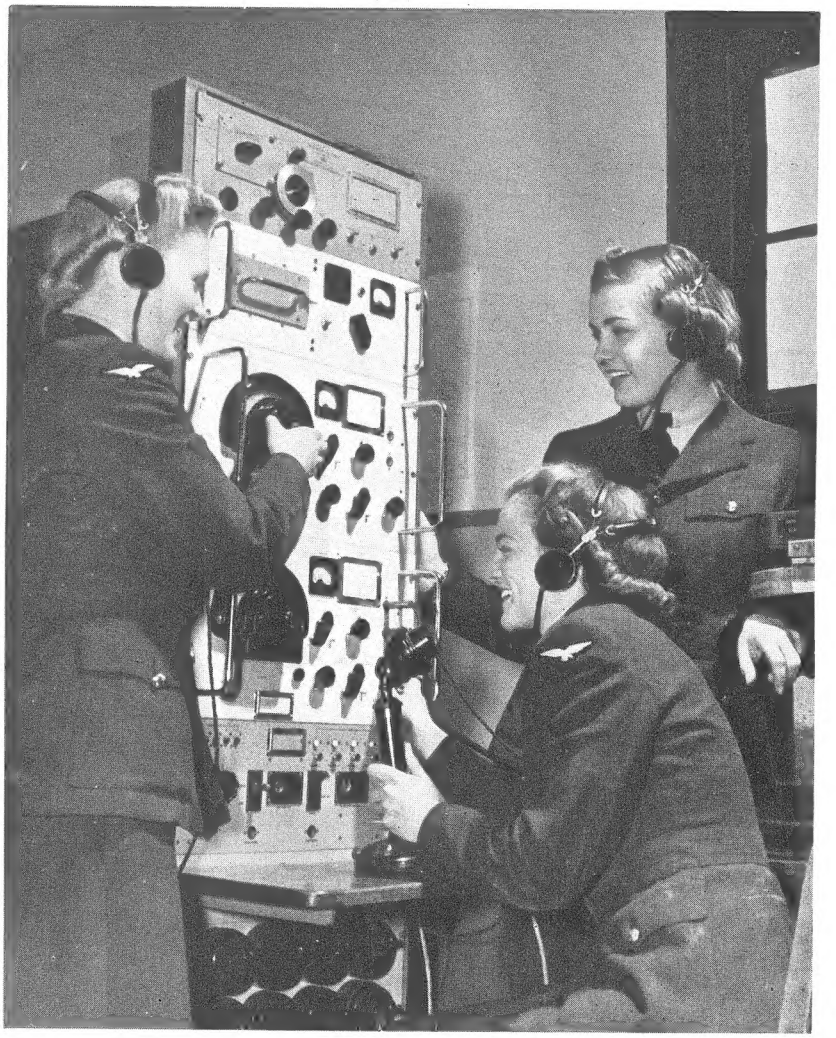
MANITOBA CALLING

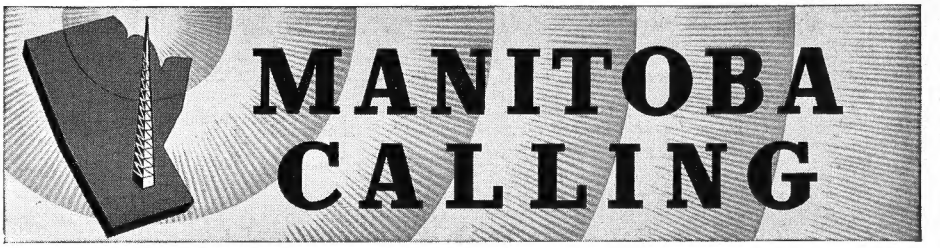
NOV. 1944





These members of the Women's Division of the R.C.A.F. operate radio telephone equipment. It is their job to maintain contact between the ground and Canadian aircraft aloft. Left to right the girls are: Airwomen Olive Carlson, Nanaimo, B.C.; Joyce Urie, Windsor, Ont.; and "Petie" Houston, Hamilton, Ont.

R.C.A.F. Photo



Address all communications to Public Relations Department,
Vol. VIII, No. 11. CKY Radio Branch CKX November, 1944.
Single Copy Manitoba Telephone System, 12 Issues, 60c.
5c Winnipeg. Post Free.

"They Serve That Men May Fly"

When recruiting for the Royal Canadian Air Force was being pressed with the urgency demanded by a need for men to train as aircrew, the slogan "They Serve That Men May Fly" was heard more frequently than it is today. It was a good slogan, and a true statement of fact, for the entry of women into the Air Force permitted the release of a great number of lads from ground duties to air training. Not all groundcrew anxious to fly were given their heart's desire, for the requirements are rigorous and there are a variety of conditions affecting selection. The W.D.'s have helped, however, and many a pilot, navigator, air bomber, "WAG" or air gunner is flying today because a woman took his place in the orderly room, at the wheel of a transport wagon, or in the performance of some other of the forty-odd trades in which the W.D.'s are engaged.

In the Women's Division, girls from every corner of Canada, from the United States, from Newfoundland and the West Indies, are making a contribution which, could it be measured, would comprise not only the work of the women themselves but a share of the credit for the gallant achievements of the airmen they replaced.

We salute the Women's Division of the R.C.A.F.!

NOVEMBER 11th

In this issue there is recalled a visit to the grave of the Unknown Soldier in Westminster Abbey, a fitting reminder in this month of Remembrance Day.

THE MOON

Just why an essay on the Moon should appear in Manitoba Calling may be questioned by some of our readers. It happens, however, that one of Mr. Norris-Elye's activities as Director of the Manitoba Museum is that of lecturing on astronomy to groups of young people who visit the institution in the Winnipeg Civic Auditorium. With rocket planes rapidly developing there is always the possibility that we might one of these days land upon our nearest neighbour in the solar family, though our contributor's description by no means suggests tourist attractions!

★

Our Cover Girls

The three smart girls consulting maps in the grounds of Manitoba's Legislative Building are Leading Airwomen (left) Elsie Flynn, St. John's, Newfoundland; (centre) Ricky Swedesky, of Vancouver; (right) Dorothy Kidd, a Winnipegger. All three do important jobs at Winnipeg's big airplane hospital, No. 8 Repair Depot, Stevenson Field.

Elsie is a cook, and a good one, as any one of the N.C.O.'s in the sergeants' mess at No. 8 will testify.

Ricky was born in Edmonton but her parents moved to the west coast city and she enlisted there in November, 1942. Instructed in the trade of fabric worker, Ricky repairs the skin which covers the airframes of training aircraft. Also, she packs parachutes—65 yards of silk and 228 yards of cord in each 'chute. Every seam, every cord, every fold must be packed carefully.

Dorothy worked at several jobs before enlisting, from candling eggs to mail order clerking. She is now an equipment assistant.

Proud of her native province, Dorothy Kidd is acting hostess to her two friends, brought together here from the east and west shores of North America and enjoying happy comradeship in the Women's Division of the R.C.A.F.

THE CLOCKWATCHER

With Maurice Bedard as The Clockwatcher-in-Chief, the Supreme Grand Horological Observer, or whatsoever title he may select, CKY has wound up a number of established morning features in favour of a new programme already ticking along as "The Clockwatcher".

Commencing with the playing of "O Canada" at 7 a.m., The Clockwatcher reads the overnight news headlines and then goes into a varied selection of musical numbers interspersed with time announcements and reports on the state of the weather and its expected behaviour.

The Clockwatcher relieves the busy breadwinner of the necessity of consulting the domestic timepiece while shaving or while hunting the elusive shoe under the bureau. The housewife can keep an eye on the toaster while The Clockwatcher announces the passing minutes, and now, instead of getting snatches of programmes divided into formal compartments the time announcements will be incidental to a variety medley throughout the period between 7 and 8 a.m. on week days.

★

"BREAKFAST CLUB"

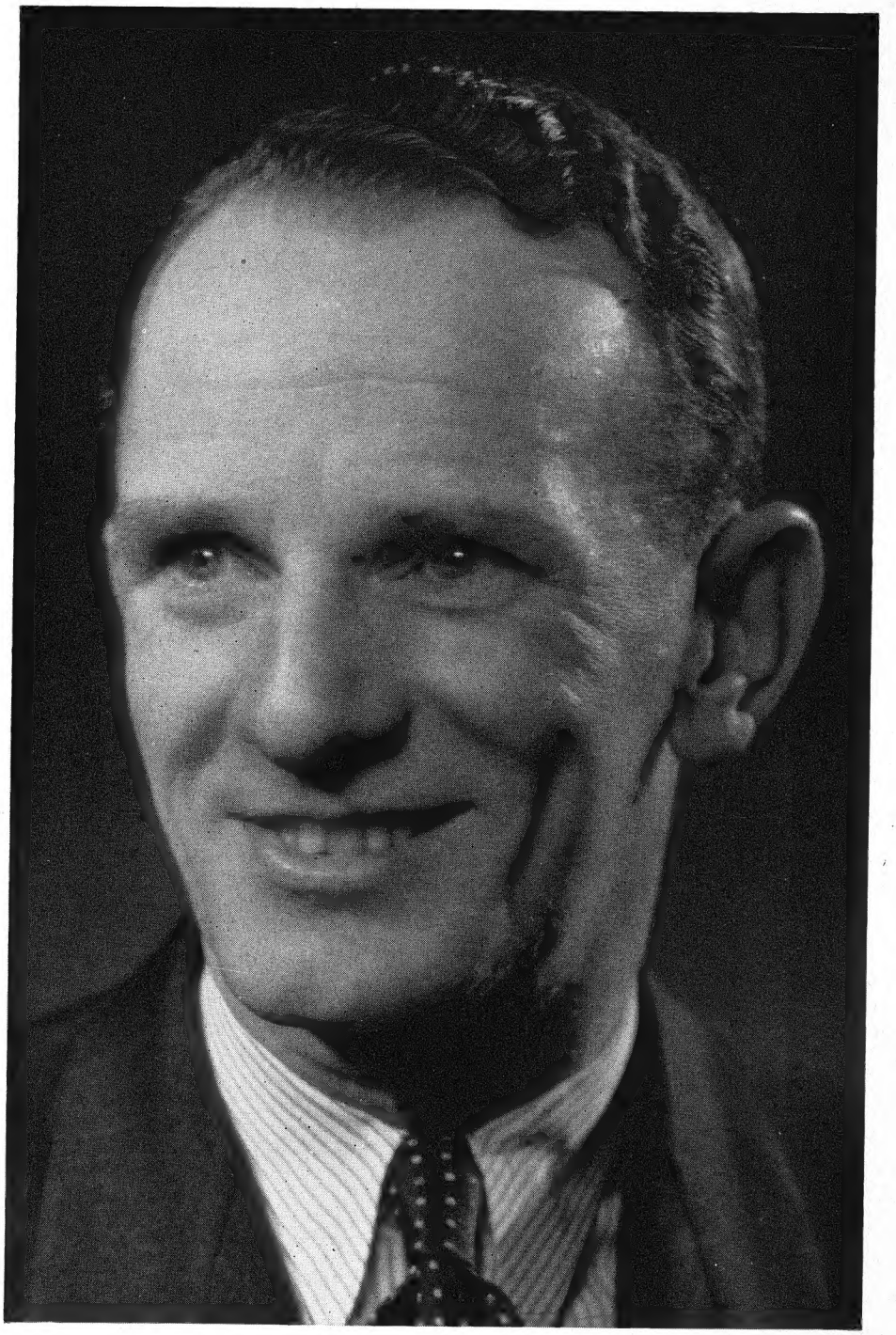
Sponsored by the Swift Canadian Company, the Breakfast Club, starring Don McNeill, Jack Owens and Nancy Martin, is now on CKY at 8.30 a.m. C.D.T., Mondays through Fridays.

★

R.C.A.F. PHOTOGRAPHER

Credit for our cover photograph, specially taken for Manitoba Calling, goes to Sgt. John F. Mailer. For their valuable co-operation in producing this issue we thank also Flight Officer Frances Douglas, P.R.O., and Flt.-Sgt. M. K. Henderson, all of No. 2 Training Command Headquarters, R.C.A.F.

George Temple of "Happy Gang"



Born in London, England, George Temple served in 1st World War with the Royal Engineers. Toured Canada with Bransby Williams in "David Copperfield". Entered radio in 1931. Produced for CBC and later joined "The Happy Gang".

REMEMBRANCE

By D. R. P. COATS

From a pre-war series of "Old World Journeys", broadcast by CKY.

The bells of St. Margaret's Westminster . . . ringing out from the square grey tower rising from the green lawn . . . Pigeons fluttering and strutting around us . . . London's busses, taxicabs and wagons forever passing and repassing . . . Crowds forever moving on the pavements . . . Rich men, poor men, beggar men . . . thieves, no doubt . . . fashionable ladies . . . women in shawls . . . coming and going, as they have been coming and going here for centuries.

Enter with me into the Abbey . . Westminster Abbey . . . Here, from the Saxon king Harold to our good King George the Sixth, all the sovereigns of England and the Empire have been crowned. . . Here, some of them are sleeping their last sleep. Here, too, poets, artists, men of letters, statesmen . . . all phases of national glory are represented.

Westminster Abbey . . . resting place of men illustrious in science . . . arts . . . government . . . What names we find! Pitt . . . Sir Robert Peel . . . Fox . . . Chatham . . . Canning . . . Palmerstone . . . Kemble . . . Mrs. Siddons . . . Dickens . . . Davy . . . Newton . . . Herschel . . . Ben Jonson . . . Livingstone . . . Garrick . . . Here in this cool sanctuary from the noise and heat of London in July I moved among the tombs and memorials of the great departed. Beneath my feet the graves of intellectual giants . . . Around me slender columns reaching up, to the lofty arches and the beauties of the stone carver's art, dimmed by altitude and discoloured by time . . .

The Pantheon of England, of the British Commonwealth, aye, and of Democracy itself! Groups of people pausing at this tablet or that bust, to read the inscriptions . . . Charles Kingsley . . You know . . He wrote that children's story . . er . . You remember . . "Water Babies", that was it . . . and so on . . . flitting from stone to stone.

Black-robed vergers conducting parties of wide-eyed school-girls . . . Groups of tourists obviously mixing reverence with insatiable curiosity and determination to see it all in an afternoon, come what may . . . Women marshalling families loaded with parcels . . . in London for the day and carrying their lunches.

We have spent some hours which have been filled with wanderings about the ancient Abbey . . . We have seen the graves of kings and queens and men of rank and title . . . The Coronation Chair . . . the various chapels . . . the waxwork figures of Charles the Second, Queen Anne, Queen Elizabeth and the others, staring doll-like at the visitors . . . the mosaics so worn, once so beautiful, and now so priceless . . . The brasses and the banners and the shields . . . We've seen it all.

And now we are near the great west door way, and a score or so of people

are standing with heads bowed . . . looking down . . . at Something . . .

Their faces are studies in expression. To a few the Something is just another inscription on another stone in the floor . . . Interesting . . . even impressive. But there are men and women who look up with eyes which cannot bear the sunshine at the door . . . the sunshine streaming in which reflects a glint of tears. These are no casual tourists, hardened by exposure to a thousand strange and wonderful impressions. . . . The Something here has a grip upon their hearts . . . They resume their gaze at the inscription at their feet. . . biting their lips . . . And so we stand . . . and all the memories of all the soldier boys we knew who never came back, seem to pass in review before us . . . and we wonder. . . Might this be he? . . Or he? . . .

BENEATH THIS STONE RESTS THE BODY

OF A BRITISH WARRIOR

UNKNOWN BY NAME OR RANK
BROUGHT FROM FRANCE TO LIE AMONG
THE MOST ILLUSTRIOUS OF THE LAND
AND BURIED HERE ON ARMISTICE DAY
11 NOV: 1920, IN THE PRESENCE OF

HIS MAJESTY KING GEORGE V.

HIS MINISTERS OF STATE
THE CHIEFS OF HIS FORCES
AND A VAST CONCOURSE OF THE NATION
THUS ARE COMMEMORATED THE MANY
MULTITUDES WHO DURING THE GREAT
WAR OF 1914-1918 GAVE THE MOST THAT
MAN CAN GIVE, LIFE ITSELF

FOR GOD

FOR KING AND COUNTRY

FOR LOVED ONES HOME AND EMPIRE
FOR THE SACRED CAUSE OF JUSTICE AND
THE FREEDOM OF THE WORLD

They buried him among the Kings because he had done good toward God and toward His house

★

REMEMBRANCE DAY AT CKY

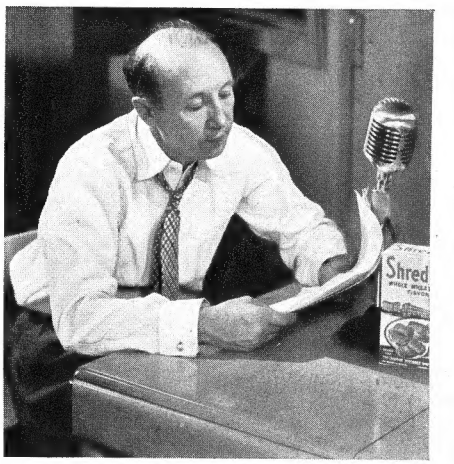
As in the past, CKY will observe Remembrance Day with two minutes silence, the playing of the "Last Post" and suitable music, commencing at 10.55 a.m.

The Promise of Television:

"Television will provide the most effective means for mass communication ever created. After the war it should rank at the top of the new industries that will create jobs for men and women and capital. This will be all the more true because television is not just a better form of product or a better way of doing a thing that has been done before. It is something totally new and original. It will not displace or replace anything else. It will grow on new soil where nothing ever grew before. In other words, as an avenue of employment, television will create new jobs without abolishing old ones. It will add to employment without subtracting from it. . . "—Frank E. Mullen, Vice-President and General Manager of the National Broadcasting Company, quoted in "C.R.E.I. News".

★

TELLS "TODAY'S ADVENTURE"



Gordon Sinclair

Globe trotter extraordinary and an accomplished journalist, Gordon Sinclair relates thrilling experiences in a manner which holds the interest of young and older listeners alike. Sponsored by the manufacturers of "Shreddies" and broadcast under the title "Today's Adventure", Mr. Sinclair's series is heard on CKY weekdays, except Saturday, at 4.45 p.m. C.D.T.

So You Want to Write for Radio?

By WALTER H. RANDALL, Continuity Editor, CKY.

CONTINUITY—Part Two

Now we intend to give you samples of radio spot announcements with explanations of why they are good or bad. Just what is a GOOD commercial? One that makes the sponsor's cash register jingle, of course. And to make the listeners play a musical melody on the sponsor's cash register, your commercial must start sparks flying in the mind of every potential buyer!

Check the commercial announcement you have written. Will it attract attention—arouse interest—create desire to buy and suggest action?

If so, then you have written a crisp and tightly-knit spot announcement.

Check your copy for duplication of thought; too many nouns and adjectives; lack of positive verbs; no stress on main sales idea.

Here is a simple commercial:

"Be sure you don't forget to remember that you must insist on JERK'S BULLY BEEF for a real honest-to-goodness, heart-warming, creamy, delicious, wholesome, appetizing, tempting, tasty, delectable, fragrant, refreshing hunk of beef . DON'T FORGET — JERK'S BEEF FOR JERKS!

The above commercial announcement is greatly exaggerated as you can plainly see, but it will serve its purpose.

First of all, the spot sounds bad, doesn't it? So let's take it apart and see what's wrong with it.

1—Use of the negative verb—DON'T FORGET!

2—Too many adjectives.

3—No real sales idea—just a string of useless words.

Rewrite that announcement with sound sales logic, positive verbs instead of negative verbs and just one or two adjectives.

Remember—TOO MANY THOUGHTS CONFUSE THE LISTENER! Press home the vital facts so they will stick. When you garnish your announcement with an over-abundance of superlatives, you break up the listener's line of thought.

Avoid negative words like Why Not; No Need; Stop you; Don't let; Won't you; Don't buy; Don't Go; Don't Ask; Don't go on; Couldn't you; Why don't you; Don't fail; Never fails; Don't waste; Don't worry; Can't afford; Never forget; I don't suppose; Won't want to miss; Don't be without; Don't take chances, and so on.

By contrast use DO in place of do not or don't;

CAN in place of Can't or cannot;

WILL instead of won't;

REMEMBER instead of Forget;

BUY in place of Try;

MUST instead of must not;

SHOULD instead of shouldn't.

For instance:

TRY Blank's Bread, instead of Won't you try Blank's Bread.

VISIT Blank's Jewellery store, instead of Why Not visit Blank's Jewellery store.

BE SURE to see Blank tomorrow, instead of Don't Miss seeing Blank tomorrow.

SEND FOR Blank's book, instead of Don't Forget to send for Blank's book.

Watch your announcements for places where you can tighten the copy by the use of one or two words in place of three or five.

All you have to do, folks, is mail your name and address to Blank.

Shorten that to: Simply mail your name and address to Blank.

Let me remind you that now is the time to order in your fuel for the winter.

Cut that down to It's time to order next winter's fuel.

Always go over your copy and eliminate superfluous words. Pretend you are the announcer who is going to read it over the air. Is it lengthy—the sentences too long—does it sound confused? Read it aloud and find out.

By reading aloud the commercials you

have written, you will get an idea of what they would sound like if read over the air. Your copy must have ear-appeal because you cannot show the listener WHAT you want her to buy.

Therefore write your copy so that it will produce a picture in the listener's mind.

It is the woman who does the buying and most radio copy is written to appeal to women. It is aimed at creating an impulse to buy in every woman listening in.

Supposing you had Christmas copy to write for a big departmental store. You wouldn't just sit down and write:

"BLANK'S DEPARTMENT STORE has a complete display of toys, so bring the children to BLANK'S TOYLAND."

Such copy is cold and unappealing. It must be dressed up, sentiment injected into it because Christmas is a time when hearts glow warmer.

So you would write it perhaps like this:

FOR CHILDREN AND THOSE WHO LOVE CHILDREN, for those who know the tender, magic thrill of gladdening childish hearts, BLANK'S DEPARTMENT STORE have glorious toys that will make little birds sing in baby hearts and win you a priceless treasury of golden memories.

Sentimental slush? Sentimental yes, but slush, no. Sentiment rules the world, particularly at Christmas and when you appeal to the heart you will have mothers and fathers and aunts and uncles and cousins and just neighbors in BLANK'S TOYLAND to revel in the wonders of childish delight.

If you heard a store advertising over the air:

"Visit BLANK'S DEPARTMENT STORE during the morning for better service," you might go.

But if you heard another store saying:

"Morning shopping is b e s t at SMITH'S DEPARTMENT STORE, but SMITH'S can give you fine, satisfactory service at ALL HOURS," you would most likely go to SMITH'S, especially if SMITH'S copywriter tied on the following clincher:

"Visit SMITH'S and shop with comfort, ease, pleasure, satisfaction and profit."

Dress up your copy. Get sentiment and human interest into it — in two words — EAR APPEAL!

(To be continued.)

Fibber and Molly

Back at Wistful Vista

"Heavenly days" are here again!

Fibber McGee and Molly (Jim and Marian Jordan) have moved back into Wistful Vista with several suitcases full of brand new laughs.

This is the tenth year of broadcasting for Fibber McGee and Molly over the same network and for the same sponsor. Supporting radio's top comedy team again this season are Shirley Mitchell as Alice Darling, Arthur Q. Bryan as Dr. Gamble, and Marlin Hurt as the Maid Beulah. Cecil Underwood directs, Billy Mills conducts the orchestra, and the King's Men Quartet are again featured.

The Jordans have been a team since seventeen-year-old Jim fell in love with sixteen-year-old Marian during choir practice in their hometown of Peoria, Ill. They were married in 1918. After a varied vaudeville and radio career, the Jordans encountered Don Quinn, their present writer, in 1931. Quinn penned a daytime serial for them called 'Smackout," which eventually won the Jordans the attention of their current sponsor. The result was the debut of Fibber McGee and Molly on April 15th, 1935.

Fibber McGee and Molly are heard on CKY Tuesdays, at 8.30 p.m. C.D.T.

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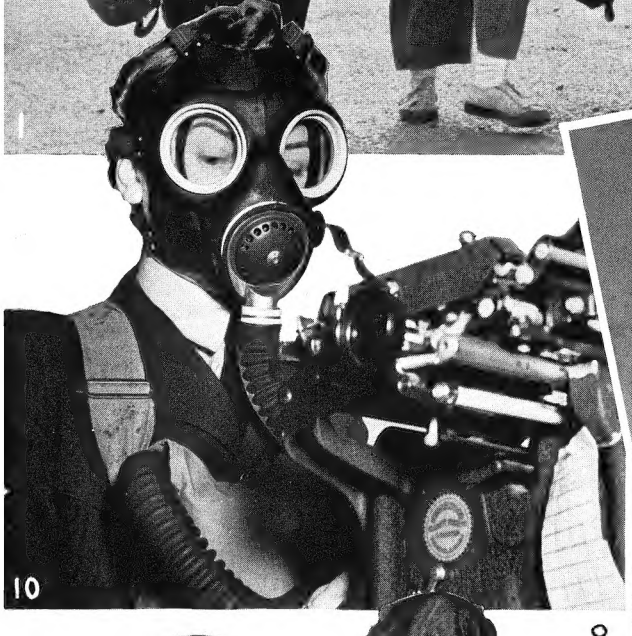

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1. Three airwomen photographers and a flight sergeant.

2. Measuring the height of the cloud ceiling.

3. Clerks (Operations Room) keep constant check on aircraft in Canadian skies and over Canada's vital shores.

4. LAW Ivy Brown of Winnipeg is an airframe mechanic.

5. By an eighth century church overseas. Centre: LAW Peggy Milne of Winnipeg.

6. Hiking near a west coast station. Second from left: Cpl. Bernice Martin of St. Vital, Man. Centre: Cpl. Jessie Cassidy of Bethany, Man.

7. Checking the transport driver's load of fuel.

8. Airwomen photographers briefing before their instructional flight.

9. Fifteen thousandth airwoman to enlist, Dorothy Shortreed of Winnipeg reports for training.

10. LAW Bertie Johnson of Winnipeg wearing a respirator on duty at a west coast station, as required at certain times by regulations.

The Moon

(By L. T. S. NORRIS-ELYE, B.A. (Cantab.), Director, Manitoba Museum)

There is a widespread misunderstanding about astronomy; it is believed to be a science restricted to those with a knowledge of higher mathematics. This is quite untrue as I have had no difficulty in lecturing to school pupils of the ages of 12 years and upwards about the sun, earth, moon, planets, comets, meteorites and nebulae and stars and they had no difficulty in understanding it, as was shown by their questions afterwards. . It is true that some branches of astronomy and astrophysics are exceedingly complicated. These sciences must not be confused with astrology which is largely attempting to tell fortunes and future events by observing the motions of the heavenly bodies. Astrology has been discarded by professional astronomers for about two hundred years as being outside the realm of science.

I suppose that almost everyone has wondered what the moon is like at close quarters, yet few people realize the marvels that are known about its surface and movements. One soon learns how quickly everyone becomes interested in our nearby neighbours in outer space by setting up an astronomical telescope where people are passing by, as I have done frequently. Hardly anyone will pass you without asking to see through the telescope and the interest is aroused to such an extent that one's work is seriously interrupted.

In size, the moon is much smaller than the earth, the diameters being 2,160 and 7,926 miles at the equators respectively, but the earth contains 81 times as much matter as the moon. As the moon's gravity (attractive force) is 1/6 of that of the earth, a lady of 180 pounds arriving on the moon would be delighted to find that she weighed only 30 pounds. She could also jump six times as far as on the earth. If she fell down she would, presumably, hurt herself 1/6 as much as on the earth.

The moon revolves round the earth in

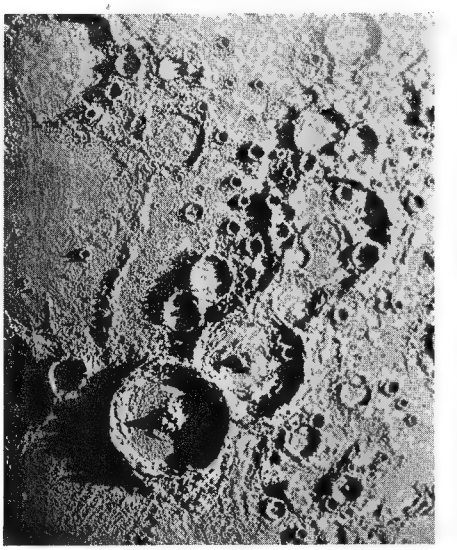

Plate 1.

varying times but the average is 27 days, 7 hours, 43 minutes, 11½ seconds. While it completes one revolution round the earth, it rotates on its axis once, and that is why we see only one face of the moon, but due to some irregular movements, 59% of its surface has been seen. A bird perched on the axle of a wagon-wheel cannot see the outside of the iron rim; the relationship between earth and moon is similar.

As in the case of planets, the light of the moon is only sunlight reflected from its surface. You may have seen the dark part of the moon showing dimly; that is due to earth-shine—sunlight reflected from earth to moon. The light takes only 1⅓ seconds to travel from the moon instead of about 8½ minutes from the sun.

There is a widespread belief that the moon influences our weather, but this is entirely wrong and was proved to be wrong about 100 years ago, but these myths die hard and travel more widely

than the truth. The moon is more responsible for our tides than is the sun.

Let us consider what it is like on the moon. There is no air and no water, therefore no life as we understand the term, and absolutely no sound. A block-buster exploding a few yards away would be quite inaudible. The absence of air means that there is no protection from the blazing rays of the sun or from the meteors which strike the moon at speeds of from 20 to 60 miles per second (40 to 120 times the speed of rifle bullets). On the earth, our air moderates the power of the sun and the meteors are usually burnt to a gas by friction before they reach the earth. The temperature on the sunlit moon reaches 230°F and on the darkened surface goes down to —112°F. Another effect of the absence of air is that there is no diffused light in the shadows as there is under the shade of a tree; objects a few feet away in shadow are invisible except that they may be very dimly illuminated by reflection from nearby objects. The contrast between the dazzling illuminated surface and the inky black shadows is impressive; the sky is black and not blue by day.

Let us imagine that we can hover above the moon at a distance of perhaps 500 miles—the apparent distance of the photographs as if seen with the naked eye. The actual distance of the moon varies from 252,710 miles to 225,463 miles with an average of 238,000 miles. These photographs are copies I made from plates taken many years ago at Greenwich Observatory.

Plate 2.

Plate 1 shows three huge craters; the lowest is Theophilus (diameter 64 miles), the centre is Cyrillus (65 miles) and at the top right is Catharina (70 miles). If we stood on the rims in turn, we would look down to the floor of the craters 16,000 feet (Theophilus) 15,000 feet (Cyrillus) and 13,000 feet (Catharina). Many craters have a mountain peak rising from the floor; the peak in Theophilus is 5,200 feet high and in Cyrillus 5,800 feet high. Look at the tiny craters in the small, inner crater in

Plate 3.

Catharina and at the shadows of the mountains, the hills and especially of the great ramparts of the craters themselves.

Now let us move over toward the north-east to the Apennines (Plate 2). This range is 450 miles in length and contains peaks up to 22,000 feet and several over 10,000 feet. (Compare Mount Everest of about 29,000 feet on our planet, which latter is almost four times larger than the moon). Also notice the mile-wide cracks running for hundreds of miles along the foot of the range and from the range right through the large crater. The largest crater is Archimedes and is 50 miles in diameter and the rampart averages 4,300 feet above the moon's surface, but some peaks are much higher as the shadows show quite clearly. Immediately to the

left is the crater Autolycus (23 miles) and below it is Aristillus (diameter 34 miles). From the rampart of Archimedes, the view would be staggering. The contrast between the giant peaks of the Apennines with their tops dazzlingly illuminated at sunset by white light (there are not red sunsets as on earth) and the 90 mile long shadows as black as ebony. The view into the crater is equally impressive with the black shadows and the dazzling peaks on the rim. With no air, objects 100 miles distant are hair-line sharp.

For our final trip we move a few hundred miles farther north to the region of the Alps and the crater Plato (Plate 3). The Alps extend 130 miles from Plato to the crater Cassini (top left-hand corner). Plato is 70 miles long and the 6-mile-wide-rampart varies from 4,000 to 8,000 feet in height with some magnificent peaks as shown by the shadows. Note the long landslide at the extreme right. There is nothing to disturb it now except perhaps a chance meteor and how many millions of years has it remained unchanged? Now look at the first solitary mountain on the plain immediately above the centre of the crater; this is Pico, 8,000 feet high, and its shadow shows what a vast hump it is. On the left of Plato is a furrow running through the Alps; this is the Valley of the Alps and is 80 miles long and 5 miles wide. Its origin is not understood. If you could walk along it, the view would be nightmarish with its vast avenue of 10,000 foot peaks on either side. In the shadows you would be blind in the inky darkness but the dazzling peaks would be your guide with some slight reflection from the heights.

Your enjoyment on the moon would be somewhat marred by the fact that in the sunlight you would soon go off in steam, you could not breathe, your circulation system would burst for lack of external pressure, so your visit would be momentary and might be further abbreviated by your being struck by a meteor before you had time to burst, to suffocate, or boil to death!

Of all the views of the moon, I think I used to enjoy most looking at Plato and the Alps through my home-made 6-inch reflecting telescope. On a good seeing night the view was very similar to that in the illustration but was less than one-fifth of that size.

Bing bangs 'em on the BBC

Bing Crosby, the world-famous crooner and film star, whose voice sells more gramophone records than any other in the world, arrived in Britain recently to entertain the troops of the Allied Expeditionary Forces. He has the greatest radio audience of any travelling war entertainer and when the British Broadcasting Corporation transmitted his broadcasts to both home and overseas listeners this audience numbered approximately twenty million. He took part in "Variety Band Box", the BBC regular Sunday programme, broadcast overseas and also to the troops on the Western Front, before an audience of 5,000 servicemen and women of all the United Nations, including British, Canadian and American.

During the broadcast he sang three songs—"San Fernando Valley", "Long Ago and Far Away", and "Moonlight Becomes You." He also did a comedy act with Tommy Handley, Britain's ace radio comedian, who presented him with a pipe. He was introduced to the audience by Pat Kirkwood, British musical comedy star, who is shortly leaving for Hollywood. As he made a surprise appearance the entire one-hour programme was recast and rewritten in twelve hours. After the broadcast he continued to entertain the audience and sang "Easter Parade" with Anne Shelton, the British crooner who is a great favourite with the Forces.

PROGRAMMES

15000 Watts **CKY WINNIPEG** **990 Kilocycles**

*Radio programmes are subject to change without notice. The following items are listed as a guide to some of the most popular features. For more details see Winnipeg daily newspapers. Daily programmes are shown in heavy type. Those marked * run on weekdays. Those marked † are on weekdays except Saturdays. All times Central Daylight.*

SUNDAY

9.00—CBC News—CBC.
9.45—Sunday School of the Air.
10.00—Neighborly News—CBC.
10.15—Prairie Gardener—CBC.
11.00—Church Service.
12.25—News.
12.30—The Way of the Spirit.
1.00—CBC News—CBC.
1.15—Anzac News Letter—CBC.
1.30—Religious Period—CBC.
2.00—New York Philharmonic Orch.—CBC.
3.30—H.M.C.S. Chippawa Band (Alt.)
3.30—The Navy Reports—(Alt.)
4.00—CBC News.
4.30—United Nations' International Series.
5.45—BBC News.
6.00—Serenade for Strings.
7.00—Church Service
8.00—Stage "45"—CBC.
8.30—American Album—CBC Bayer Aspirin.
9.00—**CBC News—CBC.**
9.15—Songs of Empire—CBC.
10.00—Choristers—CBC.
11.00—**BBC News Reel—CBC.**
11.30—**News Time and Sign Off.**

MONDAY

* 7.00—News.
* 7.05—The Clockwatcher.
* 7.30—News.
* 8.00—CBC News—CBC.
† 8.05—Eight-o-Five Show.
†10.00—Road of Life—CBC -Chipso.
†10.30—Soldier's Wife—CBC—W.P.T.B.
†10.45—Lucy Linton—CBC—Sunlight Soap.
11.00—**BBC News—CBC.**
†11.15—Big Sister—CBC—R'nso.
11.30—Adventures in Speech.
† 1.00—News and Messages.
† 1.30—CBC Farm Broadcast—CBC.
† 2.00—Woman of America—CBC—Ivory.
† 2.15—Ma Perkins—CBC—Oxydol.
† 2.30—Pepper Young's Family—CBC—Camay.
† 2.45—Right to Happiness—CBC—P. & G.
† 3.15—CBC News—CBC.
† 3.18—Topical Talks—CBC.
† 4.00—Front Line Family—CBC.
5.15—University Lecture.
5.45—Marching Along Together.
6.15—Recipe Tunes.
† 6.30—CBC News.
6.45—Lum and Abner—Alka Seltzer.
7.00—The Victory Parade—Coca Cola—CBC.
7.45—Rhythm and Romance—CBC.
8.00—Lux Radio Theatre—Lever Bros.—CBC.
9.15—Canadian Roundup—CBC.
10.00—String Album—CBC.
10.30—Harmony House.

TUESDAY

9.15—Peggy's Point of View.
9.45—The Voice of Inspiration.
5.45—So the Story Goes—Anacin.
6.00—Norman Cloutier.
6.45—Lum and Abner—Alka Seltzer.
7.00—Big Town—Sterling Products—CBC.
7.30—Studio Strings.
8.00—John and Judy.
8.30—Fibber McGee and Molly.
9.30—Songs of Empire.
10.00—Services Centre Swing Time.

WEDNESDAY

5.15—University Lecture.
5.45—Marching Along Together.
6.00—Music Salon.
6.15—Rehabilitation Series.
6.45—Ebony Jones.
7.00—Jolly Miller Time.
10.30—A Session in Swingology.

THURSDAY

9.15—Peggy's Point of View.
5.45—So the Story Goes—Anacin.
6.45—Lum and Abner—Alka Seltzer.
7.30—Of Things to Come.
8.00—Kraft Music Hall—CBC—Kraft Cheese.
9.00—CBC News—CBC.
10.30—Music of the New World.

FRIDAY

5.15—University Lecture.
5.45—Marching Along Together.
6.15—Listen to Leibert.
6.45—Lum and Abner—Alka Seltzer.
7.00—The Victory Parade—Coca Cola—CBC.
7.30—Musical Mail Box.
8.00—Waltz Time—CBC—Sterling Products.
9.30—Eventide—CBC
10.00—Soliloquy—CBC.
10.30—Vancouver Playhouse.

SATURDAY

9.00—CBC News—CBC.
9.15—Peggy's Point of View.
9.45—Morning Devotions—CBC.
11.15—University Lecture.
11.30—Studio Strings—Man. Tel. System.
12.00—Week-end Review.
1.00—News and Messages.
6.30—British Variety Show.
7.00—Ici l'on Chante—CBC.
10.00—Red River Barn Dance.
10.30—CKY Dance Orchestra—CBC.
11.30—Leicester Square—CBC.

PROGRAMMES

CKX Brandon

1000 Watts—1150 Kilocycles

SUNDAY

9.30—Strength for the Day
11.00—City Church Service.
12.15—Just Mary.
5.00—Radio Hall of Fame.
8.00—Radio Readers' Digest.
8.30—Texaco Star Theatre.

MONDAY

1.15—Rural Rhythm.
4.30—Listen to London.
6.45—Patterns in Black and White.
7.30—Blind Date.
8.30—Information Please.
10.00—CBC National News.

TUESDAY

1.15—Rural Rhythm.
4.30—Listen to London.
7.00—Academy Award.
9.00—Bob Hope.
9.30—Treasure Trail.
10.00—CBC National News.

WEDNESDAY

1.15—Rural Rhythm.
4.30—Listen to London.
7.00—Georgian Singers.
8.30—Recital.
10.00—CBC National News.
10.30—Invitation to Music.

THURSDAY

1.15—Rural Rhythm.
4.30—Listen to London.
7.00—Frank Morgan.
9.00—Light Up and Listen.
9.30—The Cavaliers.
10.00—CBC National News.

FRIDAY

1.15—Rural Rhythm.
4.30—Eyes Front.
7.00—The Aldrich Family.
8.30—That Brewster Boy.
10.00—CBC National News.

SATURDAY

10.00—First Piano Quartet.
11.30—Young People's Scrapbook.
6.30—Sports College of the Air.
6.45—Topical Talk.
10.00—CBC National News.

ONE OF "THE EARLYBIRDS"

DOROTHY DEANE

young Canadian singer who is being starred on several important programs. She is now the featured vocalist on the Eveready "Earlybirds", replacing Gail Meredith, who has gone to live in New York, having accepted an interesting CBS contract.

Eveready "Earlybirds" are broadcast on CKY, Fridays at 7.05 a.m. and on CKX, Fridays at 8.00 a.m.

★

EDUCATION WEEK

Included as a part of Education Week activities this year will be a Remembrance Service to be broadcast by CKY from Old St. Andrew's church, Winnipeg, at 11.30 a.m. on Friday, November 10th. Students of the Normal School will attend the service.

OZZIE AND HARRIET

Ozzie Nelson and Harriet Hilliard (Mr. and Mrs. Nelson in private life) are realizing a lifetime ambition with their new series of radio shows over the International network of CBS and CBC, "The Adventures of Ozzie and Harriet."

To find Harriet and Ozzie in a gay, domestic radio comedy, is like putting a new frame around a bright picture, as this young couple has been a favorite of radio listeners for many a moon, and their names have been synonymous with good dance music and singing throughout the land. Not only are they the stars of their own show, but they are responsible for its inception.

"The Adventures of Ozzie and Harriet" brings us a young married couple with the average problems confronting any young married couple. But somehow the problems facing the Nelsons always seem to have the happy faculty of retaining a humorous twist, which might be because the Nelsons have a more developed sense of humor than most of us.

"Ozzie and Harriet"—CKY, Sundays at 5 p.m. C.D.T.

KORN KOBBLERS' DRUMMER

Here he is. "Chief" McElroy, placed by jitter-bugs and swing-fans as second to none in the drummer field. Incidentally, the Chief's nick-name derives from the fact that he is a full-blooded Indian.

The Korn Kobblers are heard via CKY on Thursdays at 6.15 p.m., sponsored by Mitchell-Copp, Limited, jewellers and opticians, Winnipeg.

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WORDS ABOUT WORDS

Many radio listeners must be conscious of a growing tendency among speakers to misplace the emphasis on certain syllables of some common words —Ex-PERT for EX-pert, for example. Recently, we heard a new one—Com-MERCE for COM-merce. More often heard are Tem-po-RAR-ily for TEM-po-rarily, a-RIST-o-crat for AR-ist-o-crat, Cor-NET for COR-net, and Ex-QUIZ-it for EX-quisite. Such misplacing of emphasis is, however, not so unforgiveable as the butchering of words found in the case of TEMP-ory for TEMP-or-ary, and the incorrect selection of words as in the use of EFFECT where AFFECT is indicated.

WOMEN'S DIVISION R.C.A.F.

Where are you going, Miss W.D.?
To be a clerk-steno, please Sir, said she;
I'll work in an orderly room, said she,
Wherever the Service is needing me.

What are you doing, Miss W.D.?
I'm studying radio, Sir, said she;
I'm practicing morse, and it seems, said she,
There's plenty to learn in W/T.

Why all the white silk, Miss W.D.?
I'm packing a parachute, Sir, said she;
The life of an airman depends, said she,
On how it is done, so it's up to me.

What else do you do, Miss W.D.?
In forty odd trades I'm employed, said she;
Wherever a woman can help, said she;
I am serving that men may fly, you see.

Where do you come from, Miss W.D.?
From all parts of Canada, Sir, said she;
There are some from the U.S.A., said she;
And from Newf'ndland and the "Caribbee".*

All honour to you, Miss W.D.,
Whatever you do, wherever you be.
In Canada here, and across the sea,
You're helping to hasten the Victory.

**West Indies*

D. R. P. C.

LAW Violet West of Melfort, Sask., in the all-airwomen band of No. 7 Manning Depot, Rockcliffe.

R.C.A.F. Photo

BUY BONDS-

Buy More Bonds Than You Ever Bought Before

Canada's 7th Victory Loan is a sound investment as well as an obligation. Secured by Canada's vast resources, it offers safe returns. Also, its purchase is a duty owing to those who are doing the fighting. They, too, will buy more Bonds, so it's surely up to us!